DOCUMENT RESUME

ED 034 919 AC 006 164

AUTHOR	Reitz, Ray W.
TITLE	TV and Extension in Carbon County, Pa.
INSTITUTION	Colorado State Univ., Ft. Collins.
PUB DATE	May 64
NOTE	68p.; M. Ed. Thesis
EDRS PRICE	EDRS Price MF-$0.50 HC-$3.50
DESCRIPTORS	Age Differences, Attitudes, *Audiences, *Community Antennas, Correlation, Educational Background, *Educational Television, Females, Interests, Investigations, Males, Masters Theses, *Rural Extension, Scheduling, *Television Viewing, Units of Study (Subject Fields)
IDENTIFIERS	Cooperative Extension Service

ABSTRACT

To help improve televised extension education, a study was made of the interests and characteristics of the potential audience (9,300) of PTVC, a community antenna television system in Carbon County, Pennsylvania. A checklist questionnaire survey drew 160 usable responses from the communities of Jim Thorpe, Lehighton, and Palmerton. Data on viewers and nonviewers, age, sex, educational level, town of residence, interest subjects, and preferred viewing times and days were gathered and correlated. These were among the findings and conclusions: (1) 45% of the sample were regular County Extension Service viewers; (2) the average PTVC viewer has a high school education; (3) public affairs, safety, and emergency planning had the highest overall interest ratings, followed by family responsibility, do-it-yourself, leisure time, financial planning, interpersonal relations, garden and lawn, and meal preparation; (4) effective Extension telecasts in Carbon County must provide for persons over 40, a certain educational level, audience feedback of special public affairs topics, and subjects for special interest groups. (ly)

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

ED034919

MASTER'S REPORT

TV AND EXTENSION IN CARBON COUNTY PA.

Submitted by

Ray W. Reitz

In partial fulfillment of the requirements
for the Degree of Master of Education
Colorado State University
Fort Collins, Colorado
May, 1964

Bound by DENVER BOOKBINDING CO., 2715 - 17th St., Den.

A0006164

S544.3
P4R4

COLORADO STATE UNIVERSITY

MAY 1964

IT IS RECOMMENDED THAT THE REPORT PREPARED BY

RAY W. REITZ

ENTITLED TV AND EXTENSION IN CARBON COUNTY PA.

BE ACCEPTED AS FULFILLING THIS PART OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF EDUCATION

MAJORING IN EXTENSION EDUCATION

Melvin L. Eckard
Major Professor

W. H. Bruggink
Dean of the Graduate School

Permission to publish this report or any part of it must be obtained from the Dean of the Graduate School.

COLORADO STATE UNIVERSITY
FORT COLLINS, COLORADO

AUTOBIOGRAPHY

The writer Ray W. Reitz was born and raised on a dairy farm near Friedens, Pennsylvania. His parents are Mr. and Mrs. Lloyd A. Reitz.

During his senior year in the Somerset Township High School, a part time Vocational Agriculture program was established with Mr. G. Floyd Dye as instructor. It was to this program, Mr. Dye, and the support of his parents that the writer entered The Pennsylvania State University as a Freshman Agronomist in the fall of 1940. After completing three years of College Training he entered the United States Navy in June, 1943, serving until 1946. The writer re-entered The Pennsylvania State University in the fall of 1946, and was graduated in the spring of 1947 with a Bachelor of Science degree in Agronomy.

In June, 1947 the writer was employed by The Pennsylvania State University as an Assistant County Agricultural Agent, and assigned as acting County Agent in Carbon County, Pennsylvania. In December of 1947, upon the return from sabatical leave of Mr. N. M. Rahn, County Agent of Carbon County, Pennsylvania, the writer was assigned to Montgomery County as Assistant Agent. It was while in Montgomery County that the writer met and married the former

Helen Louise Rothenberger on October 8, 1949. Miss Rothenberger's father had been one of the first County Agents of Pennsylvania. On January 1, 1950, the writer returned to Carbon County as the County Agricultural Agent, where he is presently employed.

The writer and Mrs. Reitz are the parents of three sons, the oldest two having been members of the Carbon County 4-H Program.

The writer is a member of the Pennsylvania County Agents Association, Epsilon Sigma Phi Fraternity, Jim Thorpe School Board, St. John's Lutheran Church Council, and the Masonic Lodge.

The writer had attended the Extension Summer Schools at Colorado State University in 1954, Cornell University in 1959, Colorado State University in 1963, and is presently enrolled in the graduate school of Colorado State University. He is a candidate for a Master of Education degree in Extension Education in July, 1964.

ACKNOWLEDGEMENT

The writer wishes to express his appreciation to Dr. Carl J. Hoffman, Extension Education and Training Officer, and Melvin L. Eckard, Extension In-Service Training Officer, both with Colorado State University, Fort Collins, Colorado.

The writer wishes to acknowledge the assistance and cooperation given him by the Carbon Cable Television Inc., and to it's President, Mr. Claude E. Reinhart, in surveying the subscribers of the PTVC.

The writer wishes to show his gratitude to his wife Louise, and children, Hall, Jeffrey, and Mark for their cooperation in typing, keeping a quiet study time, and moral support.

TABLE OF CONTENTS

	Page
AUTOBIOGRAPHY	iii
ACKNOWLEDGMENT	v
LIST OF TABLES	vii
LIST OF ILLUSTRATIONS	viii
Chapter	
I. INTRODUCTION	1
The Problem	
II. REVIEW OF LITERATURE	5
CATV Explained	
Factors Relating to Potential Closed Circuit Viewers	
Audience Time Preference	
Some Expressions of Interest From Television Audiences	
Effectiveness of Extension Education Via Television	
III. METHODS AND MATERIALS	23
IV. DISCUSSION AND ANALYSIS OF DATA	27
CATV Defined	
Factors Relating to Closed Circuit Viewers	
Viewing Time Preference	
Television Audience Interests	
Effectiveness of Extension Education Via Television	
V. SUMMARY	55
APPENDIX	58
BIBLIOGRAPHY	80

LIST OF TABLES

Table		Page
1.	PTVC estimated viewing audience by towns, calculated by relating census population and housing-units to total PTVC subscribers	30
2.	Number and percentage by age of respondents who view and do not view the Extension television program.	32
3.	Number and percentage of respondents by education who view and do not view the Extension television program	34
4.	Number and percentage of respondents by time preference who view and do not view the Extension television program	35
5.	Number and percentage of respondents by age and time preference for viewing the Extension television program	36
6.	Number and percentage of respondents by day of week preference who view and do not view the Extension television program	38
7.	Interest rating of 22 subjects by respondents who view and do not view the Extension program	40
8.	Interest rating on 22 interest subjects by all respondents and by education	47
9.	Number and percentage of respondents by towns who view and do not view the Extension program	50
10.	Interest rating of 22 subjects by respondents and by towns	51

LIST OF ILLUSTRATIONS

Figure — Page

1. Interest rating on 22 subjects by all respondents and by age 42

CHAPTER I

INTRODUCTION

The Carbon County Agricultural Extension Association has been privileged to present a weekly television program via a closed circuit community antenna system to viewers in Carbon County, Pennsylvania. This program was initiated in October of 1961, then being presented on Tuesday evenings from 6:30 to 6:45 P.M. The program has been presented continuously on a weekly basis since 1961, with the exception of summers, when the community antenna system suspends its closed circuit programming operations from June until September. The present program is presented on Tuesday evenings at 6:00 to 6:15 P.M.

Carbon County is located in the east central portion of Pennsylvania, approximately 70 miles northwest of Philadelphia. The physiography of Carbon County is mountainous. There are four major ridges of the Appalachian Mountain range running east to west through the county.

These ridges are bisected by the Lehigh River which flows north to south. This river has formed a rather large water gap in the southern most ridge. At the convergence of the valleys and the Lehigh River three major

towns have developed. Because of the mountainous barrier to the south, television reception for these towns has been very poor.

As a result of poor television reception several community antenna systems have been formed, transmitting television signals from mountain top aerials via cable to their customers. These systems have been consolidated under one company, operating as the Carbon Cable Television Inc. This Company reported having 5,050 subscribers in January, 1964.

In 1960, the Blue Ridge Broadcasters Inc., an affiliate of the Carbon Cable Television Inc., was formed as a closed circuit television broadcasting station operating under the call letters of PTVC. This station, here after referred to as PTVC, operated on one of the five channels provided viewers of the Carbon Cable Television Inc.

In the early days of its operation, PTVC presented a special program of local news and features, at noon, three times a week. PTVC at present operates daily, Monday through Friday 5:45 P.M. to 6:45 P.M., presenting a variety of programs. The Carbon County Extension Service is one of the weekly features of PTVC programming. This study is for the purpose of improving this program.

The Problem

What are the opportunities for Extension teaching through CATV television in Carbon County, Pennsylvania?

Problem Analysis

1. What is CATV television?

2. What are the characteristics of closed circuit viewers?

3. What are the time preferences of closed circuit viewers?

4. What are the interests of these viewers, and can these interests be satisfied by the Carbon County Extension Service?

5. How affective is television as a teaching method?

Delimitation

This study was limited to the subscribers of the Carbon Cable Television Inc., in Carbon County, Pennsylvania.

Definition of Terms

Carbon County Extension Service Program refers to the name of the weekly television program, presented over PTVC by the staff of the Carbon County Agricultural Extension Association Service, located in the Court House, Jim Thorpe, Pennsylvania.

CATV is the abbreviated name given to a community antenna television system.

Closed Circuit Television is any system of television broadcasting providing programming to a limited or restrictive audience.

PTVC is the abbreviated name of the Blue Ridge Broadcasters Inc., and also represents the station or call letters. PTVC is a closed circuit television station, broadcasting over the Carbon Cable Television Inc.

Carbon Cable Television Inc., is a CATV system operating and providing television signals to 5,050 customers in Carbon County, Pennsylvania.

CHAPTER II

REVIEW OF LITERATURE

CATV Explained

Colle stated that community antenna television developed in the late 1940's, and has been rapidly growing, particularly in areas where television signals are absent. This absence of signal being due to either no local station or irregular terrain.

Colle further stated that 46 states and the Virgin Islands now have CATV systems. There are over 130 towns and villages in Pennsylvania on CATV systems.

Colle, in referring to the growth and strength of the CATV systems, pointed out that 450 million dollars had been invested in community antenna reception, and serves more than three and one half million people.[1]

Kreamer pointed out that in the late forties a prime requirement for good television reception was mountaintop residence, and if you lived "in an area nestled between

---

[1]Royal D. Colle, "Television at the Grassroots," Journal of Broadcasting, VII (Winter, 1962-63), pp. 3-9.

mountains, you seemed doomed to a televisionless existance." It was from this situation that "a new service, CATV, was originated where by a single master antenna on the mountaintop served an entire community."[1]

Kreamer reported that as community antenna systems increased, there were opportunities for these CATV systems to provide local television programming. This he stated was closed circuit television.[2]

Population and Size of CATV

The 1960 census of population placed the population of the three major towns covered by the CATV system in Carbon County, Pennsylvania at: (1) Jim Thorpe 5,945, (2) Lehighton 6,318, (3) Palmerton 5,942.[3]

The 1960 census of housing listed the number of occupied housing units for the three towns at: (1) Jim Thorpe 1,765, (2) Lehighton 2,096, (3) Palmerton 1,945.[4]

---

[1][Ralph Kreamer Jr.] , "Community Antenna Cable Television-It's Future and You," Cable Grams, (Palmerton, Pennsylvania: Blue Ridge Broadcasters Inc., Special Pocono Edition, May, 1963), p. [1] .

[2][Ralph Kreamer Jr.] , "5 Day a Week Closed-Circuit T-V Apr 30," Cable Grams, (Lehighton, Pennsylvania: Carbon Cable Television Inc., and Blue Ridge Broadcasters Inc., Spring, 1962), p. [2] .

[3]U.S. Bureau of the Census, U.S. Census of Population: 1960, Vol. 1, Characteristics of the Population, Part 40, Pennsylvania, pp. 40-35 to 40-37.

[4]U.S. Bureau of the Census, U.S. Census of Housing: 1960, Vol. 1, State and Small Areas, Part 7, Oklahoma-Tennessee, pp. 40-123 to 40-129.

The 1960 census of housing further listed the total number of occupied units for Carbon County at 16,275 units. The census also pointed out that 14,050 of the occupied housing units had one television set, and 846 units had two or more sets.[1]

Kreamer, in a personal interview with the writer, stated that the total number of subscribers to the Carbon Cable Television Inc., was 5,050. He further listed the subscribers by towns as follows: (1) Jim Thorpe 1,544, (2) Lehighton 1,494, (3) Palmerton 1,623.[2]

Factors Relating to Potential Closed Circuit Viewers

Occupation and Television Viewing

Brown reported on a 1958 study made in Tyrone Township, Blair County, Pennsylvania designed to determine the number, characteristics, interests, and degree of motivation of people watching a daily 12:30 to 1:00 P.M. Extension television program. Personal interviews were conducted in 142 households.[3]

In classifying the occupation of those interviewed, Brown listed them as: "about 35% were farmers; 35% blue

---

[1] Ibid., p. 40-176.

[2] Interview with Ralph Kreamer Jr., Program Director of the Carbon Cable Television Inc., January 27, 1964.

[3] Emory J. Brown (ed.), "Extension Television," The Evaluator, No 18 (University Park: The Pennsylvania State University Extension Service, October, 1962), p. 1.

collar workers, that is unskilled or semi-skilled laborers; 17% white collar workers; and 13% were retired."[1]

Brown, in another research study, pointed out that upper-class people spent less time viewing television than lower-class people.[2]

Sex and Television Viewing

Brown pointed out that in the Blair County study the viewing audience was made-up of mostly women.[3]

Lionberger stated that, from a survey of 161 farm and nonfarm television set owners in Boone County, Missouri, a few more wives than husbands viewed the 6:30 P.M. University show. He further stated that from this group more nonfarm wives viewed than farm wives. There was little difference between farm and nonfarm men viewing.[4]

Lucas and Britt pointed out that television is female dominated.[5]

---

[1]Ibid., p. 2.

[2]Emory J. Brown, Research Findings-Extension Radio and Television, Extension Studies No 18 (University Park: The Pennsylvania State University Extension Service, October, 1962), p. 3.

[3]Brown, "Extension Television," p. 2.

[4]Herbert F. Lionberger, Television Viewing in Boone County, Agricultural Experiment Station Bulletin No. 702 (Columbia: University of Missouri, April, 1958), pp. 5-8.

[5]Darrell Blane Lucas and Steuart Henderson Britt, Measuring Advertising Effectivness (New York: McGraw-Hill Book Co., Inc., 1963), pp. 305-316.

Brown, in a review of research on television viewing, reported that all studies agreed that women spent more time than men viewing television.[1]

Niven reported, as a result of surveying 1,548 housewives in Columbus, Ohio, the selection of evening television programs was a family decision process, in over half of the cases studied.[2]

Smith conducted a survey among housewives in Tuscaloosa, Alabama, to determine what members in a household make the channel selections on television. He found that in the lower-class families the housewives were the selectors, and in the better class families the housewives did less selecting, but there was more selection done by agreement.[3]

Education and Television Viewing

Steiner designed a study to determine the characteristics of the American television audience. The information for the study was gathered from personal interviews of 2,498 adults. The study was conducted in March and April of 1960. Of the total number interviewed, only 71 of the respondents had no television sets. Of the 71

---

[1]Brown, "Research Findings . . . ," p. 3.

[2]Harold Niven, "Who in the Family Selects the TV Program?," Journalism Quarterly, XXXVII, No. 1 (Winter, 1960), pp. 110-111.

[3]Don C. Smith, "The Selectors of Television Programs," Journal of Broadcasting, VI (Winter, 1961-62), p. 43.

nontelevision set owners, some did watch television, thereby making the total viewing respondents 2,427.[1]

Steiner stated that the average American Television viewer:

> has no more than a high-school education, . . . and he accounts for over three quarters of all television homes and a still higher percentage of the effective audience at any given time.[2]

Thayer made television audience relationships by age, education, income, and size by using the data from three months of audience reports of the American Research Bureau. Those months were October, November, and December of 1961. He stated that: "The average college-educated person did not view as much television as did the average person with less than thirteen years of schooling."[3]

Brown reporting on the Blair County study stated that:

> Where the head of the house was a high-school graduate he was most likely to watch the program. Those people with college training were least likely to view the program.[4]

---

[1]Gary A. Steiner, The People Look at Television: A Study of Audience Attitudes (New York: Alfred A. Knopf Inc., 1963), pp. 6-7.

[2]Ibid., p. 231.

[3]John R. Thayer, "The Relationship of Various Audience Composition Factors to Television Program Types." Journal of Broadcasting, VII (Summer, 1963), pp. 223-225.

Audience Time Preference

Evans and others, in December, 1962, surveyed 432 farmers and 432 nonfarmers by telephone interviews. Their results pointed out that 22 percent of all phone calls placed, reported respondents viewing television at 12:00 o'clock noon to 12:45 noon.[1]

Lucas and Britt point out that women exceed men in watching television at night by 25 to 35 percent. There seemed to be little difference between economic levels, and the time they spent watching television in the evening, and all levels spend about one-half of the evening viewing television.[2]

Lionberger reported, in the Missouri study, that men and women preferred to watch the University program at the 6:00 and 7:00 P.M. hours in winter.[3]

Bertrand and Bates, in surveying 485 television owners in rural areas of Louisiana, reported the peak for male viewers was from 6:00 until 10:00 P.M. Thirty percent of the male respondents were viewing at six o'clock P.M., reaching 90 percent at about 8:30 P.M. Women peaked in their viewing period at the same time, however, 40

---

[1]Jim Evans et al., Noontime Radio and Television Listening in East-Central Illinois, Agriculture Communications Research Report No. 15 (Urbana: Extension Editorial office of the University of Illinois, May, 1963), pp. 2-4.

[2]Lucas and Britt, pp. 305-306.

[3]Lionberger, p. 12.

percent were viewing at 6:00 P.M. rising to 90 percent by 8:00 P.M. Women did exceed men as viewers.[1]

Lionberger stated that 60 percent of the nonfarm men and women were viewing television at 6:30 P.M. during the winter, but in the summer the figure dropped to 30 percent.

Lionberger further reported that the University's Farm and Home Show, presented at 6:00 P.M. in the winter, was viewed by 29 percent of all set owners.[2]

Thayer, from a study of audience relationships, said that more people view television in the evening.[3]

Steiner reported that when 2,427 television viewers were asked what hours on an ordinary weekday they would be likely to watch some television they indicated: between the hours of 5:00 to 6:00 P.M. 15.5 percent would watch some television; and between the hours of 6:00 to 7:00 P.M. 35.5 percent would watch some television.[4]

Lionberger stated that, of those viewing the University program 70 percent of the wives, and 65 percent of the men had no preference as to the day of the week for the show.[5]

---

[1]Alvin L. Bertrand and Fredrick L. Bates, Television in Rural Louisiana, Agricultural Experiment Station Bulletin No. 518 (Baton Rouge: Louisiana State University, December, 1958), p. 10.

[2]Lionberger, pp. 5-8.

[3]Thayer, pp. 223-225.

[4]Steiner, p. 283.

[5]Lionberger, p. 12.

Evans and others reported that viewing levels varied little from day to day, with the exception that fewer people reported viewing Saturday. Viewing levels were about the same for farmers as for nonfarmers.[1]

Brown reported that people begin watching television around noon. This noon and afternoon audience are mostly women. The television audience then builds up, with a high increase at about seven o'clock in the evening. In reviewing a 1958 Wisconsin study, Brown stated that the peak for male viewers was from seven to ten o'clock in the evening.[2]

Some Expressions of Interest From Television Audiences

Sarnoff, in talking of a television network's responsibility to its viewers, said: "A network, therefore has the dual responsibility to reflect and influence public tastes."[3] He further pointed out that all major television networks are offering viewers informational programs at a prime time. The National Broadcasting Company, in February, 1961, allotted 23.9 percent of its air time to news, public affairs, and education. This air time only attracted 13

---

[1]Jim Evans, p. 4.

[2]Brown, "Research Findings . . . ," pp. 1-2.

[3]Robert W. Sarnoff, "What Do You Want from TV?," A talk given to Stanley Frank, Saturday Evening Post, CCXXXIV (July 1, 1961), p. 44.

percent of the audience.[1]

Shayon reported that a Chicago television station, WBBM-TV, handed out ballots to homeward bound commuters. The ballot asked them to watch a specific show of a public affairs nature at 10:15 P.M. After viewing the show, they were asked to fill out the ballot and return it.[2]

Shayon stated:

> The audience-participation device boosted the rating . . . for the time spot to between 12 and 15 percent of television homes-about what a movie achieves, not a public affairs program.[3]

Shayon explained that the station continued to present public affairs issues. The subjects were selected from ballots sent in from viewers. Each subject was handled in two half-hour shows, presented several weeks apart. The ballots represented feedback, and gave people an opportunity to air their feelings.[4]

Brown pointed out in the Blair County survey that:

> The most popular segment of the program was the weather, followed by "homemaking hints" . . . . flower culture, best buys in foods, farm markets and prices, and gardening.[5]

Thayer, in comparing families by incomes, found little difference in their attraction for straight talks,

---

[1] Ibid.

[2] Robert Lewis Shayon, "Two-Way Stretch," Saturday Review, XLVII (January 25, 1964), p. 26.

[3] Ibid. [4] Ibid.

[5] Brown, "Extension Television," p. 4.

but he did notice that the higher income families found public affairs programs more attractive than lower income families. As for a family size comparison, the smaller families were more attracted to public affairs. Thayer further stated that more men than women were interested in public affairs.[1]

Also observed by Thayer: "Straight talk programs were viewed to a greater degree by the more educated person."[2]

Brown reported all studies reveal that women did place a higher interest rating on educational programs than men, but both groups placed information and education near the bottom as to general interest ratings.[3]

Lionberger reporting on the Missouri survey described the interest ratings of those surveyed as follows:

> The subjects listed by 60 percent or more of the household heads in order of frequency of mention were-
>
> 1. Insects and diseases of plants and animals
> 2. Farm and home safety
> 3. Use of commercial fertilizers
> 4. Machinery maintance and care
> 5. Animal husbandry
>
> For the wives the five most mentioned areas were-
>
> 1. Insects and diseases of plants and animals
> 2. Foods-nutrition and preparation

---

[1]Thayer, pp. 222-225. [2]Ibid., p. 223.

[3]Brown, "Research Findings . . . ," p. 4.

3. Clothing

4. Farm and home safety

5. Household furnishings[1]

Lionberger observed that the nonfarm men ranked their interest ratings in the following order:

1. Farm and home safety

2. Insect and diseases of plants and animals

3. Machinery maintance and care

4. Animal husbandry

5. Use of commercial fertilizer

6. 4-H Club work

7. Others

8. Grain and seeds[2]

Steiner, in describing the interests of the average American television viewer, stated that he watches what happens to be playing:

> He would like TV to be more informative and educational but certainly not at the expense of entertainment . . . . he rarely uses the set as deliberate source of information, and he is extremely unlikely to turn on serious and informative public affairs presentations, even if he is watching while they are on the air.3

---

[1]Lionberger, p. 14. [2]Ibid.

[3]Steiner, pp. 228-229.

Effectiveness of Extension Education Via Television

In referring to the opportunities for education on the CATV systems, Colle stated that a CATV operator in Ithaca, New York, allocated one channel to Ithaca College. The College used the channel for educational purposes including community affairs. The National Community Television Association has promoted all CATV operations to present educational programs where possible. Seventy CATV systems are presenting educational programs and others are offering educational services to schools and educational institutions.

Colle suggested that there should be more programming at the local level aimed at meeting specialized community programs. He further stated that the CATV can accomplish this, and at a relatively low cost. To give more emphasis to this point, he referred to the fact that smaller communities lack a town meeting substitute.[1]

Shayon, reporting on the Chicago television station that used ballots to get viewers to watch a public affairs program, stated the station had a 23.4 percent response or 2,578 responses from the total ballots distributed via homeward bound commuters. They also received 13,000 responses from ballots appearing in newspapers. Shayon further pointed out that "only about 12 percent of one group

---

[1]Colle, pp. 8-9.

who responded would normally have watched . . . at 10:15 P.M., if they were average viewers."[1]

According to Shayon, in reviewing the responses, it appeared that viewers wanted to participate in the program, and in general the respondents were well educated, interested, had opinions, and were motivated. He also stated that the return of the ballots could measure and modify attitudes, and keep interest alive until action was taken, but the return of ballots was not a springboard for action.[2]

The study made by Steiner showed that people are equally divided in their opinion of which mass media is most educational, i.e., television, magazines or newspapers, but as the educational level increases, the educational rating for television decreases.[3]

Brown noted that 49 percent of those interviewed in the Blair County survey rated the agricultural show as helpful.[4]

Brown reported that three forms of mass media were used in the Philadelphia metropolitan area to help control the Japanese Beetle. These media were newspaper, radio, and television. To evaluate the program, the requests for information were coded in order to identify the request with the media used. Every fifteenth person requesting

---

[1]Shayon, p. 26. [2]Ibid.

[3]Steiner, pp. 30-34.

[4]Brown, "Extension Television," p. 3.

information was mailed a survey to determine their action, and a telephone survey was conducted to determine how many people heard of the program.[1]

A total of 12,521 requests were identifiable, 3,079 were from the media of television, or 24 percent of the total requests could be credited to television. In the mail survey 97 percent of the respondents indicated that they read the requested information, and 77 percent reported actually spraying for beetle control as a result of the information. Of the people polled by telephone 37.7 percent heard of the beetle control program as a result of the three forms of mass media used. Of the phone respondents hearing of the program via the three forms of mass media, 21 percent credited television as their source of information.

Brown further stated that at least 50 percent of those requesting information for beetle control were new clientele to the Extension Service.[2]

Brown, in reviewing three Pennsylvania studies on how rural people prefer to get information on agriculture and home economics, said men ranked television as second, fifth, and sixth choices in the three studies. Four studies, including television as a source of information,

---

[1]Emory J. Brown (ed.), "Japanese Beetle Project," The Evaluator, No. 16 (University Park: The Pennsylvania State University Extension Service, November, 1961), p. 2.

[2]Ibid., pp. 2-5.

were ranked by women as follows: "Television was ranked second in two studies, fourth in one and fifth in another."[1]

Matthews and Ueland reported on a study conducted in Louisville for the purpose of determining which of three mass media; newspapers, radio, or television were most effective in disseminating consumer information. By means of an interview type survey, it was found that 61 percent of those interviewed had been reached by one of the three media. Of those persons receiving information via the three media, 20 percent reported television as their source of information.[2]

Matthews and Ueland also stated that of the estimated potential noon time television viewing audience, 26 percent watched the Market Basket Show, and of those people viewing the program 73 percent reported having received helpful information from the program.[3]

Lionberger said of the Missouri study, that in testing the recall of television viewers of the University show, 92 percent of the men and 88 percent of the women of all viewers, farm and nonfarm, recalled at least one subject. Farm viewers recalled more subjects, and took more action as a result of the show than did nonfarm viewers.

---

[1]Brown, "Research Findings . . . ," p. 4.

[2]Joseph L. Matthews and Gale Ueland, How Consumers Got Information in Louisville, Federal Extension Service Circular No. 499 (Washington: U.S. Dept. of Agriculture, June, 1955), p. iii.

[3]Ibid., pp. 18-23.

Lionberger further reported that 43 percent men, 36 percent women of the farm viewers, and 30 percent men, 29 percent women of the nonfarm viewers indicated they did something as a result of the show.[1]

Brown, in reviewing research projects dealing with the effectiveness of teachings via television, stated that: "There is no difference in learning between television and live presentation."[2]

Brown stated that television as a mass media is more influential in creating an awareness of new practices, than as a means of having people adopt a new practice. Television can be a source of information, but not a means of actually motivating people to make a change.[3]

Lawrence stated that television is not the final answer in communication, but it is an important specialized tool. He further pointed out that Extension must use television as mass media means of reaching large audiences. The use of television can support a program, but it cannot be a complete substitute for direct teaching.[4]

---

[1]Lionberger, p. 11.

[2]Brown, "Research Findings . . . ," p. 4.

[3]Ibid., p. 6.

[4]James E. Lawrence, Television and the Communication Process as Related to the Extension Program, New York State Colleges of Agriculture and Home Economics ETI Series No. 13 (Cornell University: Dept. of Extension Teaching and Information, March, 1963), pp. 3-16.

Scanlon, in discussing educational television, stated that there is no significant difference between student achievement in televised instruction, as against regular classroom methods. He does point out that poor instruction can be multiplied by means of television.[1]

Hausman speaking on influencing tasks and attitudes through television said: "Television can and does help teaching, but it cannot be a teacher."[2]

---

[1]John J. Scanlon, "Classroom TV Enters a New Era," Saturday Review, XLIV (May 20, 1961), pp. 50-69.

[2]Louis Hausman, "Television and the Pursuit of Excellence," Vital Speeches of the Day, XXVII (July 1, 1961), p. 571. (A talk given before the American Council for Better Broadcasts, at the Ohio State University, Columbus, Ohio, April 3, 1961.)

CHAPTER III

METHODS AND MATERIALS

For a weekly extension television program to be effective it must meet the interests and needs of the potential viewing audience. The extension personnel presenting the show must know the characteristics of the audience they are reaching in order to plan and execute an effective program.

To obtain the necessary information about the interests, needs, and audience characteristics of the potential viewing audience of PTVC, two sources of information were used in obtaining data for the study. The first was a review of the literature. The second was a questionnaire. This questionnaire, after several revisions and a great amount of help from Melvin L. Eckard, was drafted on a 11½ X 14¾ inch sheet, photographed and reduced to 85 percent of its original size. The questionnaire was structured so that the respondent needed to answer only with checkmarks, with one exception, and read only one page of questions.

The population desired to be studied by the writer was the 5,050 subscribers of the Carbon Cable Television Inc. However, in consulting with the management of the

CATV system, it was found that mailing lists of subscribers were not available to the writer. The management of the CATV suggested surveying the subscribers at the three collection offices of the CATV system. The writer was informed that approximately 50 percent of all subscribers paid their monthly bill at one of these collection offices. It was then decided to poll, or survey every fifth person as they entered the three collection offices. The management of the CATV system cooperated in every detail of the plan.

Receptionists were instructed to present the questionnaire to each fifth person. In the event a non-adult was the fifth person, the questionnaire was presented to the sixth person. However, the sequence of every fifth payee was not broken. Identity of the respondent was kept unknown by placing the questionnaires in a ballot box.

The three collection offices of the Carbon Cable Television Inc., are located in each of the three major towns served by the CATV system.

The questionnaire[1] was mailed on February 1, 1964 to Mr. Gerald G. Berkey, Assistant Carbon County Agricultural Agent. A tape with complete instructions for the administration of the questionnaires accompanied the forms. Mr. Berkey, on February 5, 1964, placed the forms in the three collection offices. The questionnaires were then

---

[1]See Appendix A.

distributed to every fifth person, until March 7, 1964, when the survey was stopped.

An article introducing the survey appeared in the February issue of "Cable Grams."[1] It described the purpose of the study. "Cable Grams" is a periodical published by the Carbon Cable Television Inc., and the Blue Ridge Broadcasters Inc. This periodical is mailed to all subscribers of the CATV system on a quarterly basis. As a further means of clarifying the questionnaire, a personal letter[2] was attached to each form explaining the purpose that would be served by the survey.

A total of 188 questionnaires were received; of this number 28 had to be discarded because of insufficient data. One hundred and sixty questionnaires serve as the basis of this study. The information from the 160 respondents was transferred to I.B.M. cards and the tabulated results in numbers[3] are included in the appendix.

The questionnaires were coded and separated by the three major towns served by the CATV system. In the town of Jim Thorpe there are 1,544 subscribers to the Carbon Cable Television Inc., and 29 questionnaires were received from this community. The data from the respondents in Jim Thorpe are tabulated by numbers[4] and appear in the appendix. Lehighton has 1,494 subscribers, and 75 respondents

---

[1]See Appendix B.

[2]See Appendix C.

[3]See Appendix D.

[4]See Appendix E.

from this community are included in the study. The data from the Lehighton respondents are tabulated in numbers,[1] and appear in the appendix. Palmerton has 1,623 cable subscribers and has 56 respondents included in the study. The data from the Palmerton respondents are tabulated by numbers,[2] and are included in the appendix.

---

[1]See Appendix F.

[2]See Appendix G.

CHAPTER IV

DISCUSSION AND ANALYSIS OF DATA

The purpose of this study was to determine the interests and characteristics of the available audience of the community antenna television system known as the PTVC television station in Carbon County, Pennsylvania. By knowing these interests and characteristics, the Carbon County Agricultural Extension Association can better serve the viewers of this closed circuit television station, through the weekly television program.

CATV Defined

Because of the mountainous terrain in Carbon County, there were many large sections of the population isolated from television reception. For this reason, community antenna systems were organized in several parts of Carbon County. Several of these systems have been consolidated, one of the larger being the Carbon Cable Television Inc. This system is a Community Antenna Television system, commonly referred to as CATV.

The Carbon Television Inc, or CATV system, by means of a mountain top antenna and cable system, transmits different television channels to 5,050 subscribers in Carbon

County, Pennsylvania.

In 1961 the Blue Ridge Broadcasters Inc. was organized as an affiliate of the Carbon Cable Television Inc. It was designed to provide limited closed circuit television programming to the subscribers of the Carbon Cable Television Inc. The Blue Ridge Broadcasters operate under the call letters of PTVC, and it is over this system that the opportunities for extension teaching via television exist.

Factors Relating to Closed Circuit Viewers

By knowing the audience characteristics of typical television viewers, and PTVC viewers, the Extension Service could more effectively structure television programs to reach these people.

Potential Viewing Audience

To determine the potential viewing audience of the Blue Ridge Broadcasters Inc., closed circuit program, here after referred to as PTVC, the writer will use the number of subscribers in each of the three towns studied and correlate these figures with the 1960 census data.

The 1960 census of housing lists 5,806 housing units in the three towns of Jim Thorpe, Lehighton, and Palmerton. There are a total of 4,790 subscribers to PTVC in these three towns. By dividing the number of housing units into PTVC subscribers it is possible to determine the

percentage of total housing units that are PTVC subscribers. This percentage multiplied by the total population of the three towns or 14,900 people, gives PTVC a total potential viewing audience of 9,300 people.

Table 1 shows this correlation relating the census data and PTVC subscribers in the three towns of Jim Thorpe, Lehighton, and Palmerton. There may be some inaccuracy in this method of estimating the potential viewing audience, but it must be assumed that a high percentage of homes do have television sets.

Occupation and Television Viewing

Few surveys have been made on the basis of occupation alone, as related to television viewing. One study did indicate that more blue collar, or semiskilled laborers watched than did white collar workers. The study was conducted in a rural area, and stated that as many farmers as blue collar workers watched. The survey conducted by the writer was restricted to an urban area and did not include any farm people. It appears that more nonskilled and semiskilled workers watch television than do white collar workers.

The writer had intended to identify the population studied by occupation. An open-ended question was placed in the questionaire[1] for this purpose. The writer was not able to classify the occupations listed by the respondents,

---

[1]See Appendix A.

TABLE 1.--PTVC estimated viewing audience by towns, calculated by relating census population and housing-units to total PTVC subscribers

Item	Towns			Total
	Jim Thorpe	Lehighton	Palmerton	
Total population	5,945	6,318	5,942	18,205
Total population over 25 years of age	3,583	3,998	3,776	11,357
Total occupied housing-units	1,765	2,096	1,945	5,806
Total PTVC subscribers	1,544	1,495	1,623	4,790
Percentage of total housing-units that are PTVC subscribers	87%	71%	83%	82%
Percentage times total population equals estimated PTVC viewers	5,150	4,470	4,930	14,900
Percentage times population 25 years and over equals estimated PTVC viewers	3,170	2,830	3,130	9,300

in that many merely listed the name of their employer.

Age and Television Viewing

The literature did not give age relationships of television viewers. However, the study made by the writer does answer this segment of the characteristics of the PTVC audience.

The questionnaire used in the survey provided for a breakdown of respondents by four age categories. They were: (1) under 30 years,[1] (2) 31-40 years,[2] (3) 41-50 years,[3] (4) over 50 years.[4] The respondents were also asked to indicate whether or not they "usually watched" the Carbon County Extension Service Program, "never watched," or "seldom watched." The writer assumed that all respondents marking "seldom" and "never" could be counted as not watching the program.

Table 2 compares viewers with nonviewers by age categories listing the number and percentages of respondents. Seventy-three respondents view the program[5] and 87 are nonviewers.[6] To be noted is the increase in number of viewers as the age level increases, and the decrease in percentage of nonviewers past 50 years of age. Fifty-one respondents of the group that view, or 69.9 percent, are 40 years or over in age.

Sex and Television Viewing

All studies agreed that more women than men watch television. Women from lower class families make more of the station selections. There was some agreement that in the evening more selection was done on a family decision basis.

---

[1]See Appendix H.
[2]See Appendix I.
[3]See Appendix J.
[4]See Appendix K.
[5]See Appendix L.
[6]See Appendix M.

TABLE 2.--Number and percentage by age of respondents who view and do not view the Extension television program

Age	Viewers		Nonviewers		All respondents	
	Number	Percentage	Number	Percentage	Number	Percentage
Under 30 Years	10	13.7	15	17.2	25	15.6
31-40 years	12	16.4	27	31.0	39	24.4
41-50 years	25	34.3	28	32.3	53	33.1
Over 50 years	26	35.6	15	17.2	41	25.6
No response	..	.. .	2	2.3	2	1.3
Total	73	100.0	87	100.0	160	100.0

Education and Television Viewing

There was common agreement of the studies reviewed that the average television viewer has no more than a high school education. In fact, the more educated were less likely to view an Extension Service TV program.

One of the purposes of the study was to determine the educational level of the PTVC audience. The questionaire[1] was structured to provide the writer with five educational levels of all respondents. The levels of education selected were: (1) eight grade,[2] (2) two years high

[1]See Appendix A. [2]See Appendix N.

school,[1] (3) four years high school,[2] (4) two years college,[3] (5) four years college.[4]

Table 3 shows the relationship by number and percent of viewers, nonviewers, and all respondents by the five educational levels. There is some significant difference between viewers and nonviewers. Twenty-nine, or 39.7 percent, of the viewers had four years of high school as compared to 50, or 57.6 percent, of the nonviewing group. Combining the two lowest educational groups shows that 26 viewers, or 35.6 percent, had less than a high school education while 24, or 27.5 percent of the nonviewers had less than a high school education.

From this data and the review of literature it can be concluded that the potential PTVC audience has a high school level education or less.

Viewing Time Preference

Time of Day Related to Television Viewing

The present Carbon County Extension Service television program is presented over PTVC at 6:00 P.M. The time picked was the choice of the Carbon County Extension staff. The choice of time was limited to between 5:45 P.M. to 6:30 P.M.[5] This is the time scheduled for programming

---

[1]See Appendix O.

[2]See Appendix P.

[3]See Appendix Q.

[4]See Appendix R.

[5]See Appendix S.

TABLE 3.--Number and percentage of respondents by education who view and do not view the Extension television program

Item	Viewers		Nonviewers		All respondents	
	Number	Percentage	Number	Percentage	Number	Percentage
8th. grade	11	15.1	11	12.8	22	13.8
2 years high school	15	20.5	13	14.9	28	17.5
4 years high school	29	39.7	50	57.6	79	49.3
2 years college	8	11.0	8	9.2	16	10.0
4 years college	8	11.0	3	3.4	11	6.9
No response	2	2.7	2	2.3	4	2.5
Total	73	100.0	87	100.0	160	100.0

by PTVC.

The population surveyed was asked to indicate the time they preferred to watch the Extension Service program, within the limits of the broadcast schedule of PTVC. Table 4 shows the time preference of those respondents who watch against those who do not watch. There is no definite indication of a preferred time from nonviewers.

Twenty-nine, or 33.3 percent, of the nonviewers declined to answer this question, further indicating no time

preference on the part of nonviewers. Those who view indicated a strong preference for the 6:00 P.M. and 5:45 P.M. choices.

TABLE 4.--Number and percentage of respondents by time preference who view and do not view the Extension television program

Time of Day	Viewers		Nonviewers		All respondents	
	Number	Percentage	Number	Percentage	Number	Percentage
5:30 P.M.	12	16.4	17	19.5	29	18.1
5:45 P.M.	21	28.8	2	2.3	23	14.4
6:00 P.M.	26	35.6	11	12.7	37	23.1
6:15 P.M.	5	6.8	4	4.6	9	5.6
6:30 P.M.	6	8.2	13	14.9	19	11.9
6:45 P.M.	1	1.4	11	12.7	12	7.5
No response	2	2.8	29	33.3	31	19.4
Total	73	100.0	87	100.0	160	100.0

Table 5 shows the time preference by age groups. The 41-50 year age group indicated a stronger preference for the 5:30 P.M. and 5:45 P.M. choices. This is significant because Table 2 indicates that 33 percent of those

TABLE 5.--Number and percentage of respondents by age and time preference for viewing the Extension television program

Time of Day	Under 30 years		31-40 years		41-50 years		Over 50 years		All respondents	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
5:30 P.M.	4	16.0	7	17.9	12	22.6	6	14.6	29	18.1
5:45 P.M.	1	4.0	3	7.7	11	20.8	8	19.5	23	14.4
6:00 P.M.	8	32.0	10	25.7	7	13.2	12	29.4	37	23.1
6:15 P.M.	1	4.0	3	7.7	2	3.8	3.	7.3	9	5.6
6:30 P.M.	3	12.0	6	15.4	6	11.3	4	9.8	19	11.9
6:45 P.M.	2	8.0	3	7.7	6	11.3	1	2.4	12	7.5
No response	6	24.0	7	17.9	9	17.0	7	17.0	31	19.4
Total	25	100.0	39	100.0	53	100.0	41	100.0	160	100.0

who watch are in the 41-50 year age category. The writer feels that some respondents may have been led into checking the 6:00 P.M. time choice, because the questionnaire

stated that the present show is presented at 6:00 P.M.

The literature reviewed was in agreement that television audiences build-up from early evening, peaking at from 8:30 P.M. to 10:00 P.M. It could be concluded that approximately 30 to 40 percent of the audience is viewing at 6:00 P.M., a lesser percentage would be viewing at an earlier time.

From the review of literature, and the study made by the writer it can be assumed that the 6:00 P.M. show should not be moved to an earlier time, but more viewers may be reached at a later time.

Day of the Week Related to Television Viewing

There was no evidence in the review of literature that viewing levels vary much during weekdays.

The survey conducted by the writer did show a strong choice for Tuesday. Table 6 shows the relationship of viewers and nonviewers on choice of days. Forty-three percent, or 32 respondents, who view the Extension program prefer Tuesday. The writer again questions if respondents were led into selecting Tuesday, because it was mentioned in the survey that Tuesday is the day of the weekly Extension program.

TABLE 6.--Number and percentage of respondents by day of week preference who view and do not view the Extension television program

Day of week	Viewers		Nonviewers		All respondents	
	Number	Percentage	Number	Percentage	Number	Percentage
Monday	7	9.6	12	13.8	19	11.9
Tuesday	32	43.8	9	10.4	41	25.5
Wednesday	19	26.0	16	18.4	35	21.9
Thursday	3	4.1	4	4.6	7	4.4
Friday	7	9.6	13	14.9	20	12.5
No response	5	6.9	33	37.9	38	23.8
Total	73	100.0	87	100.0	160	100.0

Television Audience Interests

The respondents were asked to express their program topic interests and desires. This will assist Extension in taking full advantage of the teaching opportunities afforded by a weekly television program. The questionnaire was designed so that respondents could indicate an interest rating on 22 different subjects. The respondents were asked to check each item to indicate: (1) no interest, (2) little interest, (3) some interest, or (4)

much interest in each subject. The interest subjects were selected on the basis of their relation to Agriculture and Home Economics, and the competencies of the Carbon County Extension staff.

Mean weighted scores have been used to compare interest levels in the 22 subjects, in all data and tables presented. These mean weighted scores include only those respondents checking one of the four levels for each subject.

Interest Related to Viewers and Nonviewers

Table 7 shows the interest rating of the 22 subjects by the total 160 respondents, the 73 respondents who watch, and the 87 respondents who do not watch. The subjects are ranked in decending order by total respondents. All respondents ranked the top five subjects in this order:

1. Safety
2. Emergency
3. Public affairs
4. Family responsibility
5. Do it yourself

Those 73 respondents "who view" ranked the top five as:

1. Safety
2. Emergency
3. Do it yourself
4. People relations

TABLE 7.--Interest rating of 22 subjects by respondents who view and do not view the Extension program

Interest Subjects	Mean weighted scores showing degree of interest		
	Viewers	viewers	All respondents
Safety	2.22	1.76	1.98
Preparation for emergencies	2.08	1.77	1.92
Public affairs	1.77	1.99	1.88
Family responsibilities	1.82	1.90	1.86
Do it yourself	1.96	1.57	1.75
How to use leisure time	1.80	1.61	1.70
Financial planning	1.57	1.67	1.62
People to people relations	1.84	1.40	1.61
Garden and lawn	1.81	1.43	1.60
Meal preparation	1.74	1.46	1.59
Meal planning	1.75	1.41	1.57
Clothing selection	1.63	1.41	1.51
Food and nutrition	1.56	1.30	1.43
House plants	1.69	1.20	1.43
Planning for house	1.52	1.30	1.40
How to choose furnishings	1.34	1.46	1.34
How to buy	1.29	1.31	1.31
Pets	1.54	1.12	1.31
Clothing construction	1.30	1.26	1.23
Child development	.95	1.37	1.17
How to make draperies	1.29	1.01	1.14
Low cost meals	1.14	1.01	1.07

5. Lawn and garden

The "nonviewers" rated all subjects lower, however, the top five were:

1. Public affairs
2. Family responsibility
3. Emergency
4. Safety
5. People relations

Nonviewers placed public affairs first, where as viewers placed it seventh.

To note the subjects that all respondents were least interested in the writer lists the lowest six subjects arranged in the order of least interest first:

1. Low cost meals
2. How to make draperies
3. Child development
4. Clothing construction
5. Pets
6. How to buy

Nonviewers do not rate the subject of child development as low as do viewers. Also, viewers rate the subject of pets higher than do nonviewers.

Interest Related to Age

The writer examined the relationship of age to subject interest. Figure 1 shows the subject interest rating by age of respondents.

Interest Subjects	Value rating (Mean weighted score)	No 0 — Little 1 — Some 2 — Much 3
Safety		
all respondents	1.98	
under 30 years	2.36	
31-40 years	1.86	
41-50 years	1.93	
over 50 years	1.88	
Emergency		
all respondents	1.92	
under 30 years	2.12	
31-40 years	1.74	
41-50 years	2.04	
over 50 years	1.77	
Public affairs		
all respondents	1.88	
under 30 years	2.24	
31-40 years	1.79	
41-50 years	1.84	
over 50 years	1.86	
Family responblty		
all respondents	1.86	
under 30 years	2.40	
31-40 years	2.11	
41-50 years	1.83	
over 50 years	1.00	
Do it yourself		
all respondents	1.75	
under 30 years	1.76	
31-40 years	1.89	
41-50 years	1.68	
over 50 years	1.68	
Leisure time		
all respondents	1.70	
under 30 years	1.91	
31-40 years	1.87	
41-50 years	1.70	
over 50 years	1.37	

Figure 1.--Interest rating on 22 subjects by all respondents and by age

Interest Subjects	Value rating (Mean weighted score)	No 0 — Little 1 — Some 2 — Much 3
Financial plan		
all respondents	1.62	
under 30 years	1.96	
31-40 years	1.72	
41-50 years	1.65	
over 50 years	1.24	
People relations		
all respondents	1.61	
under 30 years	1.86	
31-40 years	1.67	
41-50 years	1.58	
over 50 years	1.45	
Garden and lawn		
all respondents	1.60	
under 30 years	1.32	
31-40 years	1.50	
41-50 years	1.67	
over 50 years	1.78	
Meal preparation		
all respondents	1.59	
under 30 years	1.76	
31-40 years	1.47	
41-50 years	1.62	
over 50 years	1.57	
Meal planning		
all respondents	1.57	
under 30 years	1.68	
31-40 years	1.43	
41-50 years	1.53	
over 50 years	1.71	
Clothing selection		
all respondents	1.51	
under 30 years	1.67	
31-40 years	1.62	
41-50 years	1.46	
over 50 years	1.31	

Figure 1.--Continued

Interest Subjects	Value rating (Mean weighted score)	No 0 — Little 1 — Some 2 — Much 3
Food and nutrition		
all respondents	1.43	
under 30 years	1.84	
31-40 years	1.41	
41-50 years	1.29	
over 50 years	1.31	
House plants		
all respondents	1.43	
under 30 years	1.33	
31-40 years	1.49	
41-50 years	1.20	
over 50 years	1.78	
Plan for house		
all respondents	1.40	
under 30 years	1.75	
31-40 years	1.43	
41-50 years	1.36	
over 50 years	1.16	
Choose furnishings		
all respondents	1.34	
under 30 years	1.42	
31-40 years	1.51	
41-50 years	1.30	
over 50 years	1.16	
How to buy		
all respondents	1.31	
under 30 years	1.63	
31-40 years	1.44	
41-50 years	1.16	
over 50 years	1.12	
Pets		
all respondents	1.31	
under 30 years	1.32	
31-40 years	1.41	
41-50 years	1.22	
over 50 years	1.34	

Figure 1.--Continued

Interest Subjects		Value rating (Mean weighted score) No 0 · Little 1 · Some 2 · Much 3
Clothing construct		
all respondents	1.23	
under 30 years	1.52	
31-40 years	1.31	
41-50 years	1.21	
over 50 years	1.19	
Child development		
all respondents	1.17	
under 30 years	1.80	
31-40 years	1.38	
41-50 years	.91	
over 50 years	.75	
Make draperies		
all respondents	1.14	
under 30 years	1.20	
31-40 years	1.41	
41-50 years	1.04	
over 50 years	.97	
Low cost meals		
all respondents	1.07	
under 30 years	1.36	
31-40 years	.87	
41-50 years	1.07	
over 50 years	1.12	

Figure 1.--Continued

To be noted is the increased interest rating on the subjects of lawn and garden, and house plants as the respondents increase in age. To refer back to Table 1 on the age of viewers, it will be noted that 70 percent of those who watch are past 40 years of age.

There was a decrease in interest with an increase in age on the following subjects:

1. Family responsibility
2. Leisure time
3. Financial planning
4. People relations
5. Clothing selection
6. Food and nutrition
7. Plan for house
8. How to buy
9. Child development

The above subjects are listed in a decending order according to the rating of all respondents. It is surprising to observe that as age increases the interest in the use of leisure time decreases.

It is significant to note that the age group of under 30 had stronger interest ratings in 16 of the interest subjects. Referring to Table 2, it is noted that only 10 or 13.7 percent of the under 30 group are viewers of the Extension TV program.

Interest Related to Education

Table 8 shows the interest ratings by educational levels. It is to be noted from Table 3 that 79, or 49.4 percent, of all respondents had a four year high school education. The interest rating of this group tends to parallel the interest rating of all respondents.

TABLE 8.--Interest rating on 22 interest subjects by all respondents and by education

Interest Subjects	Mean weighted scores showing interest					
	8th. grade	2 years high school	4 years high school	2 years college	4 years college	All respondents
Safety	1.78	1.58	2.13	1.64	2.20	1.98
Emergency	1.56	1.72	2.16	1.77	1.80	1.92
Public affairs	1.44	1.42	2.07	2.14	2.55	1.88
Family responsibility	1.94	1.65	2.01	1.65	1.44	1.86
Do it yourself	1.95	1.73	1.80	1.50	1.60	1.75
Leisure time	1.63	1.62	1.86	1.67	1.36	1.70
Financial plan	1.16	1.39	1.87	1.47	1.90	1.62
People relations	1.71	1.22	1.59	1.64	2.00	1.61
Garden and lawn	1.19	1.56	1.72	1.60	1.27	1.60
Meal preparation	1.63	1.72	1.71	1.20	.80	1.59
Meal planning	1.88	1.96	1.54	1.21	1.00	1.57
Clothing selection	1.94	1.32	1.44	1.31	1.10	1.51

TABLE 8.--Continued

Interest Subjects	Mean weighted scores showing interest					
	8th. grade	2 years high school	4 years high school	2 years college	4 years college	All respondents
Food and nutrition	1.31	1.58	1.53	1.00	.88	1.43
House plants	1.71	1.48	1.36	1.71	1.20	1.43
Plan for house	1.33	1.15	1.64	1.14	1.11	1.40
Choose furnishings	1.50	1.35	1.39	1.40	.91	1.34
How to buy	1.05	.83	1.59	1.33	1.22	1.31
Pets	1.43	1.44	1.26	1.67	.67	1.31
Clothing construction	1.59	1.83	1.27	.86	1.00	1.23
Child development	.89	1.00	1.39	1.15	.63	1.17
Make draperies	1.35	1.04	1.21	1.14	.80	1.14
Low cost meals	.89	1.25	1.29	.43	.44	1.07

Those respondents with less than a four year high school education were not interested in public affairs, whereas, those with more than high school level placed public affairs first.

Meal planning was rated first and fourth by those with two years of high school and eighth grade respondents. High school and beyond respondents rated this subject rather low.

House plants were rated seventh and fourth by eighth grade and two year college respondents.

Pets were rated sixth by respondents with two years of college.

Do it yourself was rated low by those respondents with more than a high school education.

Interest Related to Towns

Because of the manner in which the questionnaires were presented to the respondents, the writer was able to correlate the interest ratings by towns.

Table 9 shows the distribution by number and percentage of those who view, and do not view the Extension program by towns. The table points out that 56 percent of all who view are from Lehighton.

Table 10 shows how the respondents in each of the three towns; Jim Thorpe, Lehighton, and Palmerton, rated the subjects.

TABLE 9.--Number and percentage of respondents by towns who view and do not view the Extension program

Item	Jim Thorpe		Lehighton		Palmerton		All respondents	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Viewers	14	48.3	42	56.0	17	30.4	73	45.6
Nonviewers	15	51.7	33	44.0	39	69.6	87	54.4
Total	29	100.0	75	100.0	56	100.0	160	100.0

The decending order of interest ratings is changed to match the order of preference of those who view from Lehighton. The reason for this change is because of the high percentage of viewers from Lehighton.

In the interest ratings shown in Table 10, respondents from Palmerton and Jim Thorpe indicate a stronger interest in garden and lawn information than respondents from Lehighton. Public affairs was rated number one by Palmerton respondents, whereas, it was rated fourth by respondents from Jim Thorpe and sixth by respondents from Lehighton.

Leisure time was rated fourth by Jim Thorpe, however, both Lehighton and Palmerton rated it eighth. Lehighton rated family responsibility first, Jim Thorpe seventh and Palmerton sixth. Financial planning was rated

TABLE 10.--Interest rating of 22 subjects by respondents and by towns

Interest Subjects	Mean weighted scores showing degree of interest			
	Lehighton	Jim Thorpe	Palmerton	All respondents
Family responblty	2.08	1.72	1.62	1.86
Safety	2.03	2.07	1.83	1.98
Emergency	1.92	1.96	1.88	1.92
Do it yourself	1.86	1.75	1.59	1.75
Meal planning	1.79	1.69	1.49	1.57
Public affairs	1.78	1.79	2.08	1.88
Meal preparation	1.76	1.66	1.28	1.59
Leisure time	1.75	1.82	1.55	1.70
People relations	1.70	1.70	1.40	1.61
House plants	1.64	1.19	1.25	1.43
Clothing selection	1.61	1.68	1.25	1.51
Pets	1.58	1.36	.86	1.31
Food and nutrition	1.52	1.57	1.21	1.43
Plan for house	1.51	1.50	1.18	1.40
Financial plan	1.51	1.71	1.73	1.62
Choose furnishings	1.41	1.56	1.09	1.34
Clothing construct	1.36	1.50	1.02	1.23
Garden and lawn	1.35	1.86	1.80	1.60
How to buy	1.26	1.41	1.31	1.31
Make draperies	1.12	1.36	.98	1.14
Child development	1.05	1.32	1.26	1.17
Low cost meals	1.00	1.45	.98	1.07

higher by Palmerton. Lehighton respondents indicated a stronger interest in meal planning and meal preparation than did Jim Thorpe and Palmerton.

The differences in interest ratings suggests to the writer that special television programs could be structured for each of the three communities. Perhaps a particular program per month could be directed to capitalize on the stronger interest ratings of each town.

General Audience Interests

The literature pointed out that a viewing audience could be built on a public affairs program. It was agreed that as the education level of respondents increase the interest rating of public affairs increased.

There was some disagreement as to who watches a public affairs program. One study said higher income families, smaller families, and more men than women were likely to watch a public affairs program. Another study said more women than men were interested in informational and educational programs.

Several studies rated farm and home safety as high interest subjects. This study indicated strong interest in safety.

Effectiveness of Extension Education Via Television

There was agreement that television could function as an effective media for delivering instruction to people. In fact, there was no difference between learning from a television presentation and an in-person presentation. The authorities did caution that instruction by television was no better than the person giving the presentation and that television could not be a teacher by itself.

All studies agreed that some people do prefer to receive their information via television. The studies varied as to how many people rely on television as an information source. There is some support to the idea that rural people give a high value to television as their source of agricultural and home economics information. It was evident, that as the level of education increases, the value of television as an educational source decreases.

Several studies were reviewed that tested television audiences on their recall of information and action as a result of specific types of programs. Two of these studies dealt with important timely situations. A Philadelphia study on Japanese Beetle control and a Chicago study on public affairs, both had a very high audience response and action rating. This would imply that television can be effective in presenting information to viewers on immediate problems and by this technique viewing audiences

could be built.

Two authorities felt that television was more effective as a means of creating an awareness to problems or practices than a media for causing adoption of new practices. The writer feels that if television can create an awareness to situations, it is an instrument for adoption of practices or action.

A television station in Chicago, using public affairs issues, increased its viewing audience by providing a means for the audience to respond and request issues to be studied. This idea can be related to the Extension programs over PTVC.

This could be accomplished by polling respondents in a manner similar to that used in the distribution of the survey.

The literature reviewed pointed out an awareness on the part of the networks, CATV systems, and audiences that television should provide more educational opportunities. The National Community Television Association directed all CATV operations to present educational programs. This fact lends support to the development of a better use of the opportunities for education over PTVC.

CHAPTER V

SUMMARY

Television is a new media for Extension Educational opportunities. The television industry and it's viewers are asking for educational programs. Television can teach, but it cannot be the teacher. It remains for those with talent, desire, and purpose to put into practice that which is being demanded.

This study established some of the characteristics and interests of the Blue Ridge Broadcasting Inc., closed circuit viewing audience.

Eighty-two percent of the total population of Jim Thorpe, Lehighton, and Palmerton or 9,300 people 25 years of age and over, have the physical facilities to view the Carbon County Extension Service program. Forty-five percent of the representative sample surveyed are regular viewers of the Extension program.

The literature indicated that more women than men view television.

The average PTVC viewer is past forty years of age and has a high school education. There are more viewers with less than high school training than viewers with more than high school training.

Television viewing audiences increase starting around 6:00 P.M. However, the PTVC time preference was 6:00 P.M. with a some what weak indication that 5:30 P.M. and 5:45 P.M. would be an acceptable time for the Extension Service TV program.

Studies showed no preference for programs on any specific day of the week. The PTVC audience preferred Tuesday for the current Extension program.

The ten subjects of most interest to all PTVC respondents were:

1. Safety
2. Emergency
3. Public affairs
4. Family responsibility
5. Do it yourself
6. Leisure time
7. Financial planning
8. People to people relations
9. Garden and lawn
10. Meal preparation

This study indicates older people were less interested in leisure time, but more interested in garden and lawn information than the younger groups.

Public affairs, safety, and emergency planning were given a high interest rating by all correlations. The literature pointed out that public affairs, safety and homemaking hints were strong audience preferences for

educational television programs.

Television is better suited to creating an awareness to problems, than as a means of obtaining direct action. Television is an important teaching tool to get information to people, and has a high retention value among viewers.

By using the top ten interest subjects as a base, it should be possible to build an effective Extension television program in Carbon County, Pennsylvania. The program must provide for; audience feedback of special public affairs topics; subjects of concern to special interest groups; certain educational levels; and people over 40 years of age.

BIBLIOGRAPHY

Public Documents

U.S. Bureau of the Census. U.S. Census of Housing: 1960. Vol. I, State and Small Areas. Part 7, Oklahoma-Tennessee.

U.S. Bureau of the Census. U.S. Census of Population: 1960. Vol. I, Characteristics of the Population. Part 40, Pennsylvania.

Books

Lucas, Darrell Blane, and Britt, Steuart Henderson. Measuring Advertising Effectivness. New York: McGraw-Hill Book Co. Inc., 1963.

Steiner, Gary A. The People Look at Television: A Study of Audience Attitudes. New York: Alfred A. Knopf Inc., 1963.

Articles and Periodicals

Brown, Emory J. (ed.) "Extension Television," The Evaluator, No. 18. University Park: The Pennsylvania State University Extension Service (October, 1962), pp. 1-5.

Brown, Emory J. (ed.). "Japanese Beetle Project," The Evaluator, No. 16. University Park: The Pennsylvania State University Extension Service (November, 1961), pp. 1-7.

Brown, Emory J. Research Findings-Extension Radio and Television, Extension Studies No. 18. University Park: The Pennsylvania State University Extension Service, October, 1962, pp. 1-12.

Colle, Royal D. "Television At the Grassroots," Journal of Broadcasting, VII (Winter, 1962-63), pp. 3-9.

Hausman, Louis. "Television and the Pursuit of Excellence," Vital Speeches of the Day, XXVII (July 1, 1961), pp. 568-571. (A talk given before the American Council for Better Broadcasts, at the Ohio State University, Columbus, Ohio, April 26, 1961.)

[Kreamer, Ralph Jr.] "Community Antenna Cable Television-It's Future and You," Cable Grams, Special Pocono Edition. Palmerton, Pennsylvania: Blue Ridge Broadcasters Inc., (May, 1963), p. [1].

[Kreamer, Ralph Jr.] " 5 Day a Week Closed-Circuit T-V April 30," Cable Grams. Lehighton, Pennsylvania: Carbon Cable Television Inc., and the Blue Ridge Broadcasters Inc., (Spring, 1962), p. [2].

Niven, Harold. "Who in the Family Selects the TV Program?," Journalism Quarterly, XXXVII, No. 1 (Winter, 1961-62), p. 43.

Sarnoff, Robert W. "What Do You Want from TV?," Saturday Evening Post, CCXXXIV (July 1, 1961), pp. 13-15, 44-46. (A talk given to Stanley Frank.)

Scanlon, John J. "Classroom TV Enters a New Era," Saturday Review, XLIV (May 20, 1961), pp. 50-69, 67-69.

Shayon, Robert Lewis. "Two-Way Stretch," Saturday Review, XLVII (January 25, 1964), p. 26.

Smith, Don C. "The Selectors of Television Programs, "Journal of Broadcasting, VI (Winter, 1961-62), p. 43.

Thayer, John R. "The Relationship of Various Audience Composition Factors to Television Program Types," Journal of Broadcasting, VII (Summer, 1963), pp. 222-225.

Bulletins and Circulars

Bertrand, Alvin L., and Bates, Fredrick L. Television in Rural Louisiana, Agricultural Experiment Station Bulletin No. 518. Baton Rouge: Louisiana State University, December, 1958, p. 10.

Evans, Jim, et al. Noontime Radio and Television Listening in East-Central Illinois, Agriculture Communications Research Report No. 15. Urbana: Extension Editorial office of the University of Illinois, May, 1963, pp. 2-4.

Lawrence, James E. Television and the Communication Process as Related to the Extension Program, New York State Colleges of Agriculture and Home Economics ETT Series No. 13. Ithica, New York: Cornell University Dept. of Extension Teaching and Information, March, 1963, pp. 3-16.

Lionberger, Herbert F. Television Viewing in Boone County, Agricultural Experiment Station Bulletin No. 702. Columbia: University of Missouri, April, 1958, pp. 5-14.

Matthews, Joseph L., and Ueland, Gale. How Consumers got Information in Louisville, Federal Extension Service Circular No. 499. Washington: U.S. Dept. of Agriculture, June, 1955, pp. iii-23.

Other Sources

Kreamer, Ralph Jr. Personal interview with Ralph Kreamer Jr., Program Director, Carbon Cable Television Inc., January 27, 1964.

ERIC Clearinghouse
JAN 7 1970
on Adult Education